Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-212 (CANCELED).

213 (NEW).   A method comprising:

receiving from at least one of multiple broadcasters broadcast schedule information identifying broadcast information to be transmitted over specific channels at predetermined times;

analyzing the received broadcast schedule information and, based upon the analysis, identifying supplemental digital data to be provided to a broadcaster from among the at least one of the multiple broadcasters, the supplemental digital data being correlated to broadcast data such that both can concurrently be provided by the broadcaster; and

providing the supplemental digital data to the broadcaster prior to the predetermined time for broadcast of the broadcast data as specified in the broadcast schedule information so that the broadcaster can concurrently broadcast both the broadcast data and the correlated supplemental digital data at the predetermined time as part of an in-band, on-channel transmission.

214 (NEW).   The method of claim 213, wherein the multiple broadcasters comprise a plurality of radio stations.

215 (NEW).   The method of claim 213, wherein the receiving further comprises receiving the schedule information via an Internet gateway.

216 (NEW).   The method of claim 213, wherein the providing further comprises transferring

the supplemental digital data to the broadcaster via an Internet gateway.

217 (NEW).   The method of claim 213, wherein the broadcast data comprises an audio track.

218 (NEW).   The method of claim 213, wherein the supplemental digital data comprises

content that is unrelated to content of the broadcast data.

219 (NEW).   The method of claim 213, wherein the supplemental digital data comprises

multiple multimedia presentations that can be simultaneously broadcast by a broadcaster.

220 (NEW).   The method of claim 213, wherein the analyzing is based upon at least one of: a

type of the scheduled broadcast data, a time for broadcast of the broadcast data, a broadcaster

geographic location, a broadcast program in which the broadcast data is presented, or listener

demographic information.

221 (NEW).   A method comprising:

receiving from at least one of multiple broadcasters broadcast schedule information

identifying broadcast information to be transmitted over specific channels at predetermined

times;

analyzing the received broadcast schedule information and, based upon the analysis,

identifying supplemental digital data to be provided to a broadcaster from among the at least one

of the multiple broadcasters, the supplemental digital data being correlated to the broadcast data

such that both can concurrently be provided by the broadcaster; and

providing the supplemental digital data to the broadcaster prior to the predetermined time for

broadcast of the broadcast data as specified in the broadcast schedule information so that the

broadcaster can concurrently broadcast both the broadcast data and the correlated supplemental

digital data at the predetermined time as part of a digital information waveform encapsulated in a

series of RF sub-carriers.

222 (NEW).   The method of claim 221, wherein the multiple broadcasters comprise a plurality

of radio stations.

223 (NEW).   The method of claim 221, wherein the receiving further comprises receiving the

schedule information via an Internet gateway.

224 (NEW).   The method of claim 221, wherein the providing further comprises transferring

the supplemental digital data to the broadcaster via an Internet gateway.

225 (NEW).   The method of claim 221, wherein the broadcast data comprises an audio track.

226 (NEW).   The method of claim 221, wherein the supplemental digital data comprises

content that is unrelated to content of the broadcast data.

227 (NEW).   The method of claim 221, wherein the supplemental digital data comprises

multiple multimedia presentations that can be simultaneously broadcast by a broadcaster.

228 (NEW).   The method of claim 221, wherein the analyzing is based upon at least one of: a

type of the scheduled broadcast data, a time for broadcast of the broadcast data, a broadcaster

geographic location, a broadcast program in which the broadcast data is presented, or listener

demographic information.